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# **Some Tips For Successful Email Marketing**

A huge part of an online business is email marketing. Here are some ideas on how you can make sure that your email campaigns work better for you.

Make sure that your list is a double opt in list. This simply means that once the subscriber has entered their details into your form they are then redirected to their own email account to confirm that they have made the request. It will always pay you to customise the redirect page so that it is not just the default page, I'm sure that you can make yours a little more interesting and informative.

Make sure that your messages do not trigger the spam filters on most email providers. You can do this by not over using common spamming terms like FREE or DISCOUNT or using a row of pound or dollar symbols. There is often a spam gauge on the auto responders that let you know whether the email is passing the filter or not. Be careful or your emails will not reach your targeted audience.

If you are not using an auto responder to communicate with your list then you need to start using one straight away. It will allow you to write as many emails as you wish to your list and then deliver them to everyone on the list at intervals of your choosing. As people join they will receive email one and then so on until the end of the sequence or until you stop adding them. As I have said already if you are looking to move your business forwards then you must have one of these.

Try to ensure that you use the first name of the customer on your emails. This will let the customer feel that they already know you and will increase the chances of your emails actually being read. It always pays to have a separate box in your opt-in box for first and second names so that you only use the first name on your emails most of the time. This is a much more personal touch than having the full name, only use that when appropriate.

Where you want your customer to do something, for example click on a certain link, make sure that you actually tell them to do so and give them an incentive to do it. This can improve your click through rate enormously.

Make good use of the subject line in your emails. This is the draw for the reader. It has to be something that makes them want to open your email. Instead of just putting Internet Marketing Information - try something like This Will Get You Everything You Want or something along those lines.

Make sure that when you send out your emails you send them in both plain text format and HTML. It is possible that HTML, although it will look better, may get blocked by some Internet Service Providers so it always makes sense to use both if you can.

You should always make it simple for your list members to remove themselves from the list if they want to. It is not really going to do your business to have people on your list who do not want to be so let them leave. There are plenty more fish in the sea as they say.

Email marketing is an extremely important part of your business and you should make sure that you understand exactly what you are trying to achieve and the way you intend to achieve it. Good Luck.

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